497



Contract / Revision

## ORDER

Flight Dates 10/23/12-10/29/12

Order Sep 00:15:00

Estimate #

Product

**NELSON FOR SENATE** Alt Order # 06186867

Billing Type Cash Original Date / Revision

Agency Com 15%

10/09/12 10/09/12 Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC

Advertiser Pol/Bill Nelson/Sen/FI/D 6190 Grovedale Ct. Billing Calendar BROADCAST

Suite 200 Demographic A50+ Alexandria, VA 22310-2552

Agency Abar-Hutton Media, LLC Rev Codes AGY POL CAND

**Buying Contact** Product Codes PL-Senate-Democrat Sales Office DC

P-2 Sales Region NAT **Priority** 6190 Grovedale Ct.

Agency Ref Advertiser Ref Suite 200 Alexandria, VA 22310-2552

Primary Account Executive Aaron Ashe

Account Executive Order% Start Date End Date Aaron Ashe 100%

252457

Order Share 30% Market Value 166666

Competing Station		Amount
WBFS	%	0
WBZL	%	0
WFOR	33%	55000
WPXM	%	0
WSVN	29%	48333
WTVJ	8%	13333

Order Totals	3	Billing Plan								
Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount C	Fross Amount		
October 2012	51	\$35,062.50	\$41,250.00	0.00 10/01/12	10/28/12	51	\$35,062.50	\$41,250.0C		
November 2012	8	\$7,437.50	\$8,750.00	0.00 10/29/12	10/29/12	8	\$7,437.50	\$8,750.00		
Totals	59	\$42,500.00	\$50,000.00	0.00						

Ln Ch Start End	d Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri RtgType	<u>Totals</u> Spots Amount
50 WPLG 10/23/12 10/2	6/12 M-F 6a LCL News CM LCL 10 News @ 6am	6-7am -TwrF (6:30 AM-7:00 AM)	:30 4	\$750.00 P-2 0.00 NM	4 \$3,000.00
<u>Start Date</u> <u>End I</u> Week: 10/22/12 10/28				e e e e e e e e e e e e e e e e e e e	
51 WPLG 10/24/12 10/2	25/12 M-F 7-9a GMA CM Good Morning America	7-9amWT (7:00 AM-7:30 AM)	:30 2	\$850.00 P-2 0.00 NM	2 \$1,700.00
<u>Start Date</u> <u>End I</u> Week: 10/22/12 10/28		• . ——		A CONTRACTOR OF THE CONTRACTOR	
52 WPLG 10/23/12 10/2	26/12 M-F 7-9a GMA CM Good Morning America	7-9am -TWTF (7:30 AM-8:00 AM)	:30 4	\$850.00 P-2 0.00 NM	4 \$3,400.00
<u>Start Date</u> <u>End I</u> Week: 10/22/12 10/28				ecisiones of the control of the cont	
53 WPLG 10/23/12 10/2	26/12 M-F 7-9a GMA CM Good Morning America	7-9am -TWTF (8:00 AM-8:30 AM)	:30 4	\$850.00 P-2 0.00 NM	4 \$3,400.00
<u>Start Date</u> <u>End l</u> Week; 10/22/12 10/28		<u>Rate</u> <u>Rating</u> 4 \$850.00 0.00			



Contract / Revision

252457

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

<u>Order Sep</u> 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D

Product NELSON FOR SENATE

Ln Ch St	art	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type \$	Tota Spots	ls Amount
54 WPLG 10/	23/12	2 10/26/12	M-F 7-9a GMA	CM	7-9am	-TWTF	:30	4	\$850.00 P-2	0.00 NM	4	\$3,400.00
_			Good Morning An		(8:30 AM-9:	.*						
<u>Start Da</u> Week: 10/22/1		End Date 10/28/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$850.00	Rating 0.00						
57 WPLG 10/			M-F 12n News M-F LCL 10 New	CM s @ No	12-1PM (12:00 PM-	-T-TF 12:30 PM)	:30	3	\$400.00 P-2	0.00 NM	3	\$1,200.00
<u>Start Da</u> Week: 10/22/1	2	End Date 10/28/12	Weekdays -T-TF	Spots/Week 3	<u>Rate</u> \$400.00	Rating 0.00						*****
			M-F 12n News M-F LCL 10 New	-	12-1PM (12:30 PM-	·	:30	1	\$400.00 P-2	0.00 NM	1	\$400.00
Start Da Week: 10/22/1		End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00				WWWEGG		
59 WPLG 10/			M-F 5p LCL New Local 5p News		5-6p (5:00 PM-5	WT	:30	2	\$750.00 P-2	0.00 NM	2	\$1,500.00
<u>Start Da</u> Week: 10/22/1		End Date 10/28/12	Weekdays wt	Spots/Week 2		Rating 0.00						
			M-F 5p LCL New Local 5p News		5-6p (5:30 PM-6		:30	3	\$750.00 P-2	0.00 MM	3	\$2,250.00
Start D: Week: 10/22/1	_	End Date 10/28/12	<u>Weekdays</u> -TWT	Spots/Week 3		<u>Rating</u> 0.00						
63 WPLG 10.			M-F 730p Jeopar M-F Jeopardy	dy CM	730-8pm	-T-T	:30	2	\$2,300.00 P-2	0.00 NM	2	\$4,600.00
<u>Start D</u> Week: 10/22/1		End Date 10/28/12	Weekdays -T-T	Spots/Week 2	Rate \$2,300.00	Rating 0.00						
			M-F 11-1135P M-F 11-1135P	CM	11-1135P (11:00 PM-	•	:30	2	\$2,000.00 P-2	0,00 NM	2	\$4,000.00
<u>Start D.</u> Week: 10/22/1	_	End Date 10/28/12	<u>Weekdays</u> -T-T	Spots/Week	Rate \$2,000.00	Rating 0.00						
66 WPLG 10	/27/1	2 10/27/12	7AM-Sat LCL 10 Local 10 News S		7-8am (7:00 AM-7	1~ :30 AM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
<u>Start D</u> Week: 10/22/	12	End Date 10/28/12	Weekdays 1-	Spots/Week	\$600.00	Rating 0.00						
			7AM-Sat LCL 10 Local 10 News S	Sat @	7-8am (7:30 AM-8		:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
Start D Week; 10/22/		End Date 10/28/12	<u>Weekdays</u> 1-	Spots/Week		<u>Rating</u> 0.00						
68 WPLG 10	/27/1	12 10/27/12	Sa GMA Sat/Good Mornir	CM ng Ame	8-9am (8:00 AM-8	1- 3:30 AM)	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
Start D Week: 10/22/		End Date 10/28/12	Weekdays 1-	Spots/Week	- :	Rating						
69 WPLG 10	1/27/	12 10/27/12	Sa GMA Sat/Good Mornii	CM ng Ame	8-9am (8:30 AM-9	1- 9:00 AM)	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
Start D Week: 10/22/	12	End Date 10/28/12	Weekdays 1-		\$700.00	·			· .			
			9AM-Sat LCL 10 Local 10 News S		9-10:30an (9:00 AM-9	9:30 AM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
Start D Week; 10/22/		End Date 10/28/12	Weekdays 1-	Spots/Weel								
			9AM-Sat LCL 10 Local 10 News S	News CM	9-10:30an		:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
Start C	)ate	End Date	<u>Weekdays</u>	Spots/Weel								





Contract / Revision

252457

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D

Product NELSON FOR SENATE

_						Totals	<b>;</b>
Ln Ch Start End I	nventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type Sp	ots	Amount
	9AM-Sat LCL 10 News CM Local 10 News Saturd	9-10:30am1- (10:00 AM-10:30 AM)	:30 1	\$600.00 P-2	0.00 NM	1	\$600.00
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/22/12 10/28/12	1- 1		.00 4	6700 00 0	0.00 1114	1	\$700,00
E72 WPLG 10/27/12 10/27/12		Various1- (6:30 PM-7:00 PM)	:30 1	\$700.00 P-2	וויואו טט.ט	1	\$700,00
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/22/12 10/28/12 Spot Ch Date Range De	1- 1 scription Start	\$700.00 0.00 /End Time <u>V</u>	Veekdays Lei	ngth Rate	Rtg Type		
1 WPLG 10/22/12-10/28/12 Sa	<del></del>			:30 (\$700.00)			
See MG 72.2	and the state of t		5a	.20 \$700.00	0.00 NM		
2 NPLG 10/22/12-10/28/12 Sp ® MG for 72.1 10/27	orts Saturday during Colleç7-8P		bd	:30 \$700.00	0.00 (414)		
[news will air 7-8p]							
73 WPLG 10/28/12 10/28/12		7-8am1	:30 1	\$500.00 P-2	0.00 NM	1	\$500.00
Start Date End Date	Local 10 News Sunday  Weekdays Spots/Week	(7:30 AM-8:00 AM) Rate Rating					
Week: 10/22/12 10/28/12	1 1	\$500.00 0.00					
74 WPLG 10/28/12 10/28/12	Su GMA CM Su GMA	8-9am1 (8:00 AM-8:30 AM)	:30 1	\$700.00 P-2	0.00 NM	1	\$700.00
Start Date End Date	Weekdays Spots/Week	Rate Rating		•			
Week: 10/22/12 10/28/12	1			· · · · · · · · · · · · · · · · · · ·			
75 WPLG 10/28/12 10/28/12	Su GMA CM Su GMA	8-9am1 (8:30 AM-9:00 AM)	:30 1	\$700.00 P-2	MM 00.0	1	\$700.00
Start Date End Date	Weekdays Spots/Week						
Week: 10/22/12 10/28/12	1	\$700.00 0.00					****
76 WPLG 10/28/12 10/28/12	9a-Sun LCL 10 News CM 9a-Sun LCL 10 News	9-1030am1 (9:00 AM-9:30 AM)	:30 1	\$600.00 P-2	0.00 NM	1	\$600.00
Start Date End Date	Weekdays Spots/Week	,					
Week: 10/22/12 10/28/12	1	\$600.00 0.00		4000 00 0	0.00.114	4	# <b>^</b>
77 WPLG 10/28/12 10/28/12	9a-Sun LCL 10 News CM 9a-Sun LCL 10 News	9-1030am1 (9:30 AM-10:00 AM)	. ;30 1	\$600.00 P-2	0.00 NM	1	\$600.00
Start Date End Date	Weekdays Spots/Week	•					
Week; 10/22/12 10/28/12	1 2 2 4 2 4 2 4 2 4 2 4 2 4 2 4 2 4 2 4	\$600.00 0.00 9-1030am1	:30 1	\$600.00 P-2	0.00 NM	1	\$600.00
78 WPLG 10/28/12 10/28/12	9a-Sun LCL 10 News CM 9a-Sun LCL 10 News	9-1030am1 (10:00 AM-10:30 AM)	. :30 1	3000.00 P-2	O'OO IAIAI	•	\$000.00
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/22/12 10/28/12	1 1		:30 1	\$700.00 P-2	0.00 NM	1	\$700.00
79 WPLG 10/28/12 10/28/12	Sunday Weekend Early	various1	. ,50 1	\$700.00 P-Z	0.00 14101	'	\$700,00
Start Date End Date	Weekdays Spots/Week						
Week: 10/22/12 10/28/12 80 WPLG 10/23/12 10/26/12	1 1 M-F 9a Live/Kelly CM	\$700.00 0.00 9-10a -TWTF	:30 4	\$400.00 P-2	0.00 NM	4	\$1,600.00
OV VVI EO TOILOFTE TOILOFTE	Live With Kelly	(9:00 AM-9:30 AM)	.00	V (00.00)			• ((0000000
Start Date End Date	Weekdays Spots/Week						
Week; 10/22/12 10/28/12 82 WPLG 10/28/12 10/28/12		\$400.00 0.00 11-1135P1	:30 1	\$1,600.00 P-2	0.00 NM	1	\$1,600.00
ON THE CONTOURS TORONTE	SUN 11-1135P	(11:00 PM-11:35 PM)	۱ کې, ۱	Autonomai y		,	# 19 m s m s m s m s
Start Date End Date	Weekdays Spots/Week						
Week: 10/22/12 10/28/12 84 WPLG 10/29/12 10/29/12	1 1 CM	\$1,600.00 0.00 6-7am 1	:30 1	\$750.00 P-2	0.00 NM	1	\$750.00
01 WI EO 10120112 10120112	Civi	A-1dill T	ا بر.	ψ1 3U.UU Γ°*2	O'OO MINI	1	\$1.00.0 <b>0</b>



Contract / Revision

252457

Flight Dates 10/23/12-10/29/12

Hiatus Dates

<u>Original Date / Revision</u> 10/09/12/ 10/09/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D Product NELSON FOR SENATE

											Tota	ls
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type S	pots	Amount
	and the second s		M-F 6a LCL News	3				ATT and well			(All and Angeles Andrews of the Angeles Angele	
			LCL 10 News @	5am	(6:30 AM-7:0	00 AM)				9		
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
	10/29/12	11/04/12	1	1	\$750.00	0.00						
85 WP	LG 10/29/1	2 10/29/12	M-F 7-9a GMA	CM	7-9am	1	:30	1	\$850.00 P-2	0.00 NM	1	\$850.00
			Good Morning Ar	nerica	(7:30 AM-8:0	00 AM)			•	1		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				100000		
	10/29/12	11/04/12	1	1	\$850.00	0.00						
86 WP	LG 10/29/1	12 10/29/12	M-F 7-9a GMA	CM	7-9am	1	:30	1	\$850.00 P-2	0.00 NM	1	\$850.00
			Good Morning Ar		(8:00 AM-8:	30 AM)						
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				S S		
	10/29/12	11/04/12	1	1	\$850.00	0.00	···					
87 WP	LG 10/29/1	12 10/29/12		CM	7-9am	1	:30	1	\$850.00 P-2	0.00 NM	1	\$850.00
			Good Morning Ar	nerica	(8:30 AM-9:	00 AM)						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/29/12	11/04/12	1	1	\$850.00	0.00						
90 WP	t.G 10/29/1	12 10/29/12		СМ	12-1PM	1	:30	1	\$400.00 P-2	0.00 NM	1	\$400.00
			M-F LCL 10 New	-	(12:30 PM-1	1:00 PM)						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			•.	1		
	10/29/12	11/04/12	1	1	\$400.00	0.00						
91 WF	LG 10/29/	12 10/29/12	•	s CM	5-6p	1	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
			Local 5p News		(5:30 PM-6:					1		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/29/12	11/04/12	1	1	\$750.00	0.00			<del> </del>			
93 WF	LG 10/29/	12 10/29/12	. ,	dy CM	730-8pm	1	:30	1	\$2,300.00 P-2	MM 00.0	1	\$2,300.00
			M-F Jeopardy									
	Start Date	End Date	Weekdays	Spots/Week		Rating				þ		
	: 10/29/12	11/04/12	1		\$2,300.00	0.00						
94 WF	PLG 10/29/	12 10/29/12		СМ	11-1135P	1	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
			M-F 11-1135P									
	Start Date	End Date	Weekdays	Spots/Week		Rating						
	: 10/29/12	11/04/12	1		\$2,000.00	0.00						
N 97 WF	PLG 10/28/	12 10/28/12			6-7am	\$	:30	1	\$300.00 P-2	0.00 NM	1	\$300.00
			Local 10 News S	,	(6:00 AM-6					1		
	Start Date	End Date	Weekdays	Spots/Week		Rating						
Week	. 10/22/12	10/28/12	S	1	\$300.00	0.00						
										Totals	59 \$	50,000.00





## ORDER

## Flight Dates 10/23/12-10/29/12

Order Sep 00:15:00

**Product** Estimate # 613

**NELSON-DSCC** Alt Order # 06367526 261554 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

10/09/12 10/09/12 Order Type **GENERAL Billing Contact** 

EOM/EOC Billing Cycle Advertiser POL/BNelson/DSCC/D/SEN/F 6190 Grovedale Ct. Billing Calendar BROADCAST

Suite 200 Demographic A50+

Alexandria, VA 22310-2552 Agency Abar-Hutton Media, LLC AGY

CAND Rev Codes POL **Buying Contact** Product Codes PL-Senate-Democrat Sales Office DC

P-2 Sales Region NAT Priority 6190 Grovedale Ct.

Advertiser Ref Agency Ref Suite 200 Alexandria, VA 22310-2552

Primary Account Executive Aaron Ashe

Account Executive Order% Start Date End Date Aaron Ashe 100%

Order Share 100% Market Value 22100

Competing Station		Amount
WBFS	%	0
WBZL	%	0
WFOR	. %	0
WPXM	. %	0
WSVN	%	0
WTVJ	%	0

Order Totals	5	Billing Plan								
Month	# of Spots	Net Amount (	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount C	Pross Amount		
October 2012	16	\$15,172.50	\$17,850.00	0.00 10/01/12	10/28/12	16	\$15,172.50	\$17,850.0C		
November 2012	4	\$3,612.50	\$4,250.00	0.00 10/29/12	10/29/12	4	\$3,612.50	\$4,250.0C		
Totals	20	\$18,785.00	\$22,100.00	0.00						

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots Rate Pri	Totals Rtg Type Spots Amount
E 1 WPLG 10/23/12 10/26/12	M-F 11a The View CM	11-12n -TW-F	:30 3 \$1,000.00 P-2	0.00 NM 3 \$3,000.00
	M-F The View	(11:00 AM-11:30 AM)		:
Start Date End Date	Weekdays Spots/Week	Rate Rating		
Week: 10/22/12 10/28/12	~TW~F 3	\$1,000.00 0.00		
E 2 WPLG 10/24/12 10/26/12	M-F 11a The View CM	11-12nW-F	:30 2 \$1,000.00 P-2	0.00 NM 2 \$2,000.00
	M-F The View	(11:30 AM-12:00 PM)		
Start Date End Date	Weekdays Spots/Week	Rate Rating		
Week: 10/22/12 10/28/12	W-F 2	\$1,000.00 0.00		
E 3 WPLG 10/23/12 10/25/12	M-F 6p LCL News CM	6-630pm -TWT	:30 3 \$1,300.00 P-2	0.00 NM 3 \$3,900.00
	M-F Local News	(6:00 PM-6:30 PM)		
Start Date End Date	Weekdays Spots/Week	Rate Rating		
Week: 10/22/12 10/28/12	-TWT 3	\$1,300.00 0.00		
E 4 WPLG 10/23/12 10/26/12	M-F 3p Katie Couric CM	3-4p -TWTF	:30 4 \$500,00 P-2	0.00 NM 4 \$2,000.00
	Katie Couric	(3:00 PM-4:00 PM)	·	
Start Date End Date	Weekdays Spots/Week	Rate Rating		Į.
Week: 10/22/12 10/28/12	-TWTF 4	\$500.00 0.00		

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Print Date: 10/09/12



Contract / Revision

261554

Flight Dates 10/23/12-10/29/12

Hiatus Dates

<u>Original Date / Revision</u> 10/09/12/ 10/09/12

Order Sep 00:15:00

Advertiser POL/BNelson/DSCC/D/SEN. Product NELSON-DSCC

											Tota	ls
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 5 WPLG	10/24/1	2 10/26/12	M-F 7p Wheel of		7-730pm	WTF	:30	3	\$2,000.00 P-2	0.00 NM	3	\$6,000.00
			M-F Wheel of For	tune	(7:00 PM-7:	30 PM)				l		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/22/12	10/28/12	WTF	3	\$2,000.00	0.00				.,		
E 6 WPLG	10/23/1	2 10/23/12	M-F 1135-12:06a	Nightli@M	1135p-120		:30	1	\$950.00 P-2	0.00 NM	1	\$950,00
			M-F Nightline		(11:35 PM-	12:05 XM)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	-1	1	\$950.00	0.00	<u>.</u>					
E 7 WPLG	10/29/1	2 10/29/12	M-F 11a The View	v CM	11-12n	1	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
			M-F The View		(11:00 AM-	•						
· · · · · · · · · · · · · · · · · · ·	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		11/04/12	1	1	\$1,000.00	0,00						
E 8 WPLG	10/29/1	2 10/29/12	M-F 11a The View	v CM	11-12n	1	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
			M-F The View		(11:30 AM-	•						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	1	1	\$1,000.00	0.00						
E 9 WPLG	10/29/1	2 10/29/12	M-F 6p LCL News	s CM	6-630pm	1	:30	1	\$1,300.00 P-2	0.00 NM	1	\$1,300.00
			M-F Local News									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		11/04/12	1		\$1,300.00	0.00						
E 10 WPLG	10/29/1	2 10/29/12	M-F 1135-12:06a	Nightli <b>©</b> M	1135p-120		:30	1	\$950.00 P-2	0.00 NM	1	\$950.00
			M-F Nightline		(11:35 PM-	•						
<del></del>	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10	/29/12	11/04/12	1	1	\$950.00	0.00						
	Marin Control of Control								•	Totals	20 \$	22,100.00